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Date: 5/12/06By: Patti Hespell
Patti Hespell**Mail Stop AF****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****In Re: Patent Application of Charles A. Eldering**

Conf. No.: 3450 : Group Art Unit: 2617
Appln. No.: 09/658,204 : Examiner: Usha Raman
Filing Date: 08 September 2000 : Attorney. Docket No.: T723-00

Title: Targeted Advertising Through Electronic Program Guide

RESPONSE AFTER FINAL REJECTION

This paper is being filed in response to the December 29, 2005 Final Office Action in the above-identified patent application, and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to May 30, 2006 (May 29 being a Federal holiday).

Please consider the following remarks:

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